

## ORDER



**Orders**  
**Order / Rev:** 167314  
**Alt Order #:** 06345097  
**Product Desc:** OBAMA 4 PRES: SKED C  
**Estimate:** 1868  
**Flight Dates:** 09/27/12 - 10/02/12  
**Original Date / Rev:** 09/26/12 / 09/26/12  
**Order Type:** GENERAL

WDJT-TV-LP

**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency Name:** GMMB Greer Margolis Mitchell  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Poli/Obama for President  
**Demographic:** A35+  
**Product Codes:** PL Candidate  
**Priority:** P-2  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	23	\$13,735.00	\$11,674.75
10/01/12	10/02/12	23	\$13,470.00	\$11,449.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	23	\$13,735.00	\$11,674.75	0.00
October 2012	23	\$13,470.00	\$11,449.50	0.00
<b>Totals</b>	<b>46</b>	<b>\$27,205.00</b>	<b>\$23,124.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	17%	\$27,205.00
Market	100%	\$160,029.41

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$1,600.29
WCGV	0%	\$0.00
WISN	27%	\$43,207.94
WITI	31%	\$49,609.12
WMLW-	2%	\$3,200.59
WPXE	0%	\$0.00
WTMJ	22%	\$35,206.47
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	09/27/12	09/28/12	Let's Make a Deal 9a-10a	CM	858a-10a	---TF--	:30	2	\$100.00	LUR	0.00	NM	2	\$200.00
Let's Make a Deal 9a-10a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	---TF--		2		\$100.00		0.00					
E 2	WDJT	10/01/12	10/02/12	Let's Make a Deal 9a-10a	CM	858a-10a	MT-----	:30	2	\$100.00	LUR	0.00	NM	2	\$200.00
Let's Make a Deal 9a-10a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

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WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	10/01/12	10/02/12	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a MT-----	:30	2	\$100.00	LUR	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----		2		\$100.00			0.00			
E 3	WDJT	09/27/12	09/28/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a ---TF--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	---TF--		2		\$300.00			0.00			
E 4	WDJT	10/01/12	10/02/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a MT-----	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----		2		\$300.00			0.00			
E 5	WDJT	09/27/12	09/28/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p ---TF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	---TF--		2		\$350.00			0.00			
E 6	WDJT	10/01/12	10/01/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p 2-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	2-----		2		\$350.00			0.00			
E 7	WDJT	09/27/12	09/28/12	News at Noon News at Noon	CM	12p-1230p ---TF--	:30	2	\$125.00	P-2	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	---TF--		2		\$125.00			0.00			
E 8	WDJT	10/01/12	10/02/12	News at Noon News at Noon	CM	12p-1230p MT-----	:30	2	\$125.00	P-2	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----		2		\$125.00			0.00			
E 9	WDJT	09/27/12	09/28/12	CBS Block 1230p-2p CBS Block 1230p-2p	CM	1230p-2p ---TF--	:30	2	\$125.00	P-2	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	---TF--		2		\$125.00			0.00			
E 10	WDJT	10/01/12	10/02/12	CBS Block 1230p-2p CBS Block 1230p-2p	CM	1230p-2p MT-----	:30	2	\$125.00	P-2	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----		2		\$125.00			0.00			
E 11	WDJT	09/27/12	09/28/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p ---TF--	:30	2	\$50.00	LUR	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	---TF--		2		\$50.00			0.00			
E 12	WDJT	10/01/12	10/02/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p MT-----	:30	2	\$50.00	LUR	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----		2		\$50.00			0.00			
E 13	WDJT	09/27/12	09/28/12	3p-4p (eff 9/10/13) Jeff Probst	CM	3p-4p ---TF--	:30	2	\$50.00	LUR	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	---TF--		2		\$50.00			0.00			
E 14	WDJT	10/01/12	10/02/12	3p-4p (eff 9/10/13) Jeff Probst	CM	3p-4p MT-----	:30	2	\$50.00	LUR	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----		2		\$50.00			0.00			
E 15	WDJT	09/27/12	09/28/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p ---TF--	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	---TF--		2		\$250.00			0.00			
E 16	WDJT	10/01/12	10/02/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p MT-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----		2		\$250.00			0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WDJT	10/01/12	10/02/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p MT-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MT-----				2	\$250.00		0.00			
E 17	WDJT	10/01/12	10/02/12	M-F 5pm News M-F 5pm News	CM	5p-530p MT-----	:30	1	\$70.00	LUR	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MT-----				1	\$70.00		0.00			
E 18	WDJT	09/27/12	09/28/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p ---TF--	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	---TF--				1	\$700.00		0.00			
E 19	WDJT	10/01/12	10/02/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p MT-----	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MT-----				2	\$700.00		0.00			
E 20	WDJT	09/27/12	09/28/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p ---TF--	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	---TF--				1	\$750.00		0.00			
E 21	WDJT	10/01/12	10/02/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p MT-----	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MT-----				2	\$750.00		0.00			
E 22	WDJT	09/29/12	09/29/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p -----1-	:30	1	\$85.00	LUR	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----1-				1	\$85.00		0.00			
E 23	WDJT	10/01/12	10/01/12	Mo 7p - 8p How I Met/Partners	CM	Mo 7pm - 8pm 1-----	:30	1	\$4,800.00	P-1	0.00	NM	1	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	1-----				1	\$4,800.00		0.00			
E 24	WDJT	10/01/12	10/01/12	Mo 8p - 9p 2 Broke Girls/Mike & Molly	CM	Mo 8p - 9p 1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	1-----				1	\$3,000.00		0.00			
E 25	WDJT	09/27/12	09/27/12	Th 7p - 8p Big Bang/Two and Half Men	CM	Th 7p - 8p ---1---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	---1---				1	\$3,000.00		0.00			
E 26	WDJT	09/28/12	09/28/12	Fr 8p - 9p Made In Jersey	CM	8p - 9p ----1--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	----1--				1	\$1,500.00		0.00			
E 27	WDJT	09/30/12	09/30/12	Su 8p - 9p The Good Wife	CM	8p-9p -----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----1				1	\$2,500.00		0.00			
E 28	WDJT	09/30/12	09/30/12	Su 9p - 10p Mentalist	CM	9p-10p -----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----1				1	\$2,500.00		0.00			
Totals													46	\$27,205.00